

Subject: Sign Variance – Greystones Restaurant & Lounge

Department: Corporate Services

Division: By-law/Property Standards

Report #: CPS-2021-002

Meeting Date: 2021-01-11

Recommendations

That Report CPS-2021-002, regarding Sign Variance Application – Greystones Restaurant & Lounge – 63 Broadway be received; and

That Council grants a variance to Sign By-law 28-2013 to permit a projecting sign measuring 2.508 metres x 0.629 metres without a sway chain for the 63 Broadway conditional upon the applicant obtaining a sign permit.

Background and Analysis

In 2013, Council passed Sign By-law 28-2013 to regulate the quantity and quality of signs throughout the Town.

In early November 2020, By-law Division staff received a request from Janice Shao – Forward Signs Inc. on behalf of Greystones Restaurant and Lounge requesting the placement of a projecting sign on the premises.

The proposal submitted by Forward Signs Inc. showed a double-sided projecting sign measuring 1.58 m² (16.9 sq. ft) in total sign area (2.508 metres x 0.629 metres). The construction and design of the sign incorporates a black aluminum frame housing and engraved solid oak as the centre insert. The applicant noted that the sign will be replacing the existing sign, which shows an identical measurement. A drawing of the proposed sign is attached as Attachment 1 for reference.

By-law Division staff conducted a review of the proposal in conjunction with the regulations of Sign By-law 28-2013, as amended. It was determined under Section 6.4.3(f)(ii) which outlines the parameters for signage within the Heritage Sign Special Policy District, which allows for the placement of a projecting sign, provided the sign area does not exceed 0.75m² and incorporates a sway chain. As shown in Attachment 1

the proposed sign does not include a sway chain and exceeds the permitted allowance by 0.81m² in sign area.

Attachment 2 titled “signage elevation” shows the exterior façade facing 3rd Street. The building shows 16 metres wide x 8 metres in height, which totals 128m² (1378 sq. ft.), For reference, the proposed sign will occupy less than 1.5% of the total exterior wall. Further, the applicant will not be placing any further signage on the building.

The property owner is currently completing extensive exterior and interior renovations to the property. The proposed sign complements the overall scope of the project which ties into the architectural features and the existing sign frame will be used for the replacement sign. By-law Division staff support the proposed variance request.

Strategic Alignment

Orangeville Forward – Strategic Plan

Priority Area: Strong Governance

Objective: Transparent and fair decision-making processes

Sustainable Neighbourhood Action Plan

Theme: Not applicable

Strategy: Not applicable

Notice Provisions

Not applicable.

Financial Impact

Revenues have been collected for the sign variance fee of \$200.00. Additional revenue for the sign permit fee of \$200.00 will be submitted by the applicant upon approval of the variance.

Respectfully submitted

Andrea McKinney

Reviewed by

Karen Landry

General Manager, Corporate Services

Town Clerk, Corporate Services

Prepared by

Chris Johnston
By-law and Property Standards Officer,
Corporate Services

Attachment(s):

1. Sign Drawings
2. Side Elevation